

What is claimed is:

1. A method for enabling a first consumer to transfer an item with restricted transferability, comprising:

receiving a request to transfer the item from the first consumer;

requesting authorization to transfer the item from a provider of the item;

presenting information on the item to a second consumer; and

transferring the item from the first consumer to the second consumer.

2. The method defined in claim 1 wherein the information is presented in a bidding interface.

3. The method defined in claim 1, further comprising:

contacting the provider to verify whether the first consumer possesses the item.

4. The method defined in claim 1, further comprising:

notifying the first consumer whether the provider authorized or denied the transfer.

5. The method defined in claim 1 wherein the information is presented in an advertising interface.

6. The method defined in claim 1, further comprising:

voiding the item with respect to the first consumer; and

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reissuing the item to the second consumer.

7. The method defined in claim 1, wherein transferring the item from the first consumer to the second consumer comprises:

providing the first consumer with an opportunity to send the item to an intermediary; and

providing the second consumer with an opportunity to send a payment to the intermediary.

8. The method defined in claim 7, further comprising charging at least one of the first consumer, the second consumer, the provider with a fee.

9. The method defined in claim 8 wherein the fee is a flat fee.

10. The method defined in claim 1, wherein transferring the item from the first consumer to the second consumer comprises:

providing the first consumer with an opportunity directly to send the item to the second consumer; and

providing the second consumer with an opportunity directly to send a payment to the first consumer.

11. The method defined in claim 1, further comprising providing the provider with an opportunity to place additional restrictions on the item.

12. The method defined in claim 11 wherein
the additional restrictions is at least one of a
minimum transfer price, maximum number of items, and a
contract extension.

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